



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Strategic Media Services  
3299 K Street NW  
Ste 200  
Washington, DC 20007

**Contract # 1341850**  
**Schedule Dates** 08/22/12-08/28/12  
**Advertiser** Allen West For Congress (72576)  
**Agency** Strategic Media Services (8287)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** ALLEN WEST/CONGRESS (463247)  
**Salesperson** TeleRep/DC, Washington DC (2995)  
**Sales Office** TeleRep Washington DC  
**Buyer Name** MARCELLO LARA  
**Phone/Fax** (215) 564-1206 /  
**CPE** N/A  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** ALLEN WEST/CONGRESS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* ALLEN WEST FOR CONGRESS

**Date Entered** 07/20/12  
**Last Modified** 07/20/12  
**Entered By** Nancy Brutus  
**CO-OP** No  
**Headline #** 06243905  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,387.50  
**Net Total** \$7,862.50  
**Sales Tax**

**West Palm Beach (WPEC)**

By Broadcast Month	Spots	Rate
Aug. 2012	17	\$7,625.00
Sep. 2012	7	\$1,625.00
<b>Grand Total:</b>	<b>24</b>	<b>\$9,250.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/26/12-08/26/12	3	:30	9A-10:30A (EST)								1	1	\$900.00	\$900.00	West Palm Beach (WPEC)		7/20/12
2.0	Normal Line / SPOT (2)	08/22/12-08/24/12	3	:30	9A-10A (EST)				1	1	1			2	\$200.00	\$400.00	West Palm Beach (WPEC)		7/20/12
3.0	Normal Line / SPOT (3)	08/27/12-08/27/12	3	:30	9A-10A (EST)									1	\$200.00	\$200.00	West Palm Beach (WPEC)		7/20/12
4.0	Normal Line / SPOT (4)	08/22/12-08/24/12	3	:30	10A-11A (EST)				1	1	1			3	\$225.00	\$675.00	West Palm Beach (WPEC)		7/20/12
5.0	Normal Line / SPOT (5)	08/27/12-08/28/12	3	:30	10A-11A (EST)									2	\$225.00	\$450.00	West Palm Beach (WPEC)		7/20/12
6.0	Normal Line / SPOT (6)	08/22/12-08/24/12	3	:30	11A-12P (EST)				1	1	1			2	\$275.00	\$550.00	West Palm Beach (WPEC)		7/20/12
7.0	Normal Line / SPOT (7)	08/28/12-08/28/12	3	:30	11A-12P (EST)									1	\$275.00	\$275.00	West Palm Beach (WPEC)		7/20/12
8.0	Normal Line / SPOT (8)	08/22/12-08/24/12	3	:30	3P-4P (EST)				1	1	1			3	\$200.00	\$600.00	West Palm Beach (WPEC)		7/20/12
9.0	Normal Line / SPOT (9)	08/27/12-08/28/12	3	:30	3P-4P (EST)									2	\$200.00	\$400.00	West Palm Beach (WPEC)		7/20/12
10.0	Normal Line / SPOT (10)	08/22/12-08/23/12	3	:30	4P-5P (EST)				1	1	1			2	\$300.00	\$600.00	West Palm Beach (WPEC)		7/20/12
11.0	Normal Line / SPOT (11)	08/27/12-08/27/12	3	:30	4P-5P (EST)									1	\$300.00	\$300.00	West Palm Beach (WPEC)		7/20/12
12.0	Normal Line / SPOT (12)	08/22/12-08/22/12	3	:30	7:30P-8P (EST)									1	\$300.00	\$300.00	West Palm Beach (WPEC)		7/20/12
13.0	Normal Line / Prime (13)	08/23/12-08/23/12	3	:30	10P-CBS-Person of Interest (Thursday)							1		1	\$1,400.00	\$1,400.00	West Palm Beach (WPEC)		7/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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14.0	Normal Line / Prime (14)	08/26/12-08/26/12	3	:30	10P- CBS-The Mentalist (Sunday)								1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/20/12
15.0	Normal Line / Football (15)	08/24/12-08/24/12	3	:30	8P- Sports-CBS NFL Preseason						1			1	\$1,200.00	\$1,200.00	West Palm Beach (WPEC)		7/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE

☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Lara Marcello  
 being/on behalf of: Allen West, a legally  
 qualified candidate of the Republican political  
 party for the office of: US Congress  
 in the general  
 election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
WPEC CONTRACT #1341850					

Total Charges: \$9,250.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Allen West for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Greg Wilder - PO Box 1008, Deerfield Beach, FL 33441 877-906-2010

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

7/31/12  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

Lillie K Roberts  
Printed Name

Salv Director  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Lara March  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

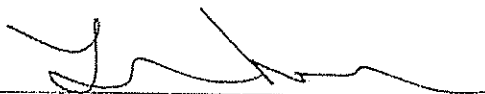
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Lara March

printed name

7/31/12

date



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Allen West PARTY: Dem.

OFFICE/DESCRIPTION: U.S. Congress ELECTION DATE: 11/6/12

INQUIRY MADE BY: LARA MARCELLO  
Candidate Manager Agency Committee (circle one)

ADDRESS: Strategic Media Services  
3299 K Street NW, Suite 200  
Washington, DC 20007

PHONE: (202) 337-5700 FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: Rates & Avail

Final Disposition: Order Placed \$9,250=

If Committee, list officers and position: Treasurer: Corey Wilder  
P.O. Box 1028  
Deerfield Beach, FL 33441  
(877) 906-2010

TAKEN BY: \_\_\_\_\_ DATE: \_\_\_\_\_ TIME: \_\_\_\_\_